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Special Report

POPAI/DuPont Consumer Buying Habits Study Household Supplies

Incidence of purchase: advertising and displays					
Product	Brand Average Purchase	No adv. and no display	No adv. and display	Adv. and no display	Adv. and display
Laundry detergents and soaps	0.58	0.44	1.18	2.03	4.62
Bar soap and household cleaning products	0.50	0.47	0.91	0.76	2.27
Bags, wraps, disposable aluminum pans	1.44	1.28	1.37	2.52	2.76
Paper products	1.26	1.00	2.95	3.20	10.19
Napkins, tablecloths, plates and cups	0.42	0.39	0.90	1.60	1.50

Household supplies: private label impact

☐ The $4.3 billion household supplies market has been playing a game on supermarket shelves much like the 1950's fraternity game, "How many people can you fit into a phone booth?" Retailers have been struggling to eke out facings for the many new flavors and sizes of products introduced in the past four years.

What are your customers buying? In volume, mostly household soaps. In units, it's selected paper products. Out of every 100 shoppers in a supermarket, 41.72 are purchasing a paper product. This compares to 20.93 purchases per 100 shoppers of bar soap and household cleaning products, 14.57 purchases for laundry detergents and soaps, 11.53 purchases for bags and wraps and 9.92 purchases for napkins and tablecloths.

One question retailers have been trying to find an answer to in the household supplies category is the impact of private label brands.

Only 0.95 purchases per 100 shoppers in the toilet paper category are of private label brands. But private label in this instance reacts strongly to display. With advertising and no display, it changes to 2.63 purchases, and with advertising and display it goes up to five purchases per 100 shoppers, an increase of more than 500%. Private label paper towels fare even better during promotion. Where the average incidence of purchase (IP) is 1.72, it rises to 6.54 when the product is displayed prominently without advertising; 1.75 with just advertising; and 8.6 with both advertising and display. Clearly, more private label brands can be sold by simply featuring the items in-store. As a matter of fact, the 8.6 incidence of purchase with advertising and display is higher than the 8.1 given the entire paper towel category.

Private label brands in the other household supplies categories do not respond as positively to display. So the super's best course of action creating a private label household supplies program lies in the paper products category.

Buying decisions for household supplies are usually made before the shopper enters the store. Only 43.8% of buying decisions for laundry detergents and soaps are store decisions. This is far below the 64.8% average for all categories, indicating unusually strong brand-consciousness. Of the in-store decisions, only 35.3% are unplanned purchase decisions, again below the study's average of 47.0% for all products.

Incidence of purchase: all shoppers

Product	All shoppers
Bar soap & household cleaning products	**20.93**
Fabric softeners	3.91
Private label	0.51
Other laundry additives	1.70
Washing soda, water softeners	0.41
Stain removers, presoaks	0.57
Starch	0.46
Other laundry products	0.26
Cleansers	3.19
Private label	0.13
All purpose cleaners, liquid, powder, spray	2.21
Private label	0.18
Bath, hand, facial soaps	9.91

Buying decisions

Product	% Total purchase	Specifically planned	Generally planned +	Substitute brand product +	Unplanned =	Store decision
Bar soap & household cleaning products	**100.0**	**38.9**	**6.6**	**2.5**	**52.0**	**61.1**
Fabric softeners	100.0	48.0	6.6	4.6	40.8	52.0
Private label	100.0	20.0	15.0	10.0	55.0	80.0
Other laundry additives	100.0	37.9	12.1	3.0	47.0	62.1
Washing soda & water softeners	100.0	56.3			43.7	43.7
Stain removers, presoaks	100.0	36.4	13.6	9.1	40.9	63.6
Starch	100.0	22.2	22.2		55.6	77.8
Other laundry products	100.0	40.0	10.0		50.0	60.0
Cleansers	100.0	42.7	1.6	4.0	51.6	57.3
Private label	100.0	20.0		20.0		80.0
All purpose cleaners, liquid, powder, spray	100.0	37.2	5.8	1.2	55.8	62.8
Private label	100.0	28.6		14.3	57.1	71.4
Bath, hand, facial soaps	100.0	34.5	7.5	1.3		65.5

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Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Bar soap & household cleaning products	**0.50**	**0.47**	**0.91**	**0.76**	**2.27**
Fabric softeners	0.49	0.48	1.06	0.34	2.04
Private label	0.51	0.54			
Other laundry additives	0.34	0.35		0.19	
Washing soda & water softeners	0.41	0.39		1.32	
Stain removers, presoaks	0.28	0.30			
Starch	0.46	0.48			
Other laundry products	0.26	0.26			
Cleansers	0.64	0.62		1.09	4.11
Private label	0.13	0.08		2.63	
All purpose cleaners, liquid, powder, spray	0.37	0.34	0.51	0.89	
Private label	0.18	0.18			
Bath, hand, facial soaps	0.55	0.50	1.39	1.25	2.12

Private label laundry detergents and soaps, however, are bought mainly on impulse. Only 27.8% are specifically planned purchases, with 72.2% of the decisions made in the store. The bulk of store decisions come from those shoppers (55.6%) who buy the product unplanned.

Paper products approach the norm very closely, with 64.1% of the decisions made in the store. However, private label toilet tissue, paper towels and private label paper towels rise above the norm, reflecting the previously mentioned positive reaction from these categories to in-store display. Bar soaps and household cleaning products also reflect the study's average, with only private label brands showing strong impulse sensitivity.

Napkins, tablecloths, bags and wraps, however, prove to be high-impulse items, with store decisions outpacing the industry norm. These materials are bought as disposables, and consumers are reminded that they need them when they walk down a well-merchandised household supplies aisle.

Shoppers in this category are also likely to purchase more than one household supply per shopping trip. In a correlation of products, laundry detergent buyers are 3.37 times more likely to buy bleaches and fabric softeners and 2.87 times

Incidence of purchase: all shoppers

Product	All shoppers
Bags, wraps, disposable aluminum pans	**11.53**
Bags	5.59
Garbage bags	1.03
Leaf & trash bags	1.60
Sandwich bags	2.06
Other bags	0.90
Wraps	5.53
Aluminum foil	3.53
Plastic wrap	1.13
Waxed paper, freezer paper	0.88
Disposable aluminum pans	0.41

Buying decisions

Product	% Total purchase	Specif-ically planned	Gener-ally planned	+ Substitute brand	product	+ Un-planned	= Store decision
Bags, wraps, disposable aluminum pans	**100.0**	**29.0**	**10.7**	**3.8**	**0.2**	**56.3**	**71.0**
Bags	100.0	25.8	12.0	3.7	0.5	58.1	74.3
Garbage bags	100.0	30.0	27.5			42.5	70.0
Leaf & trash bags	100.0	25.8	6.5	3.2	1.6	62.9	74.2
Sandwich bags	100.0	23.8	10.0	6.3		60.0	76.2
Other bags	100.0	25.7	8.6	2.9		62.9	74.4
Wraps	100.0	33.5	10.2	4.2		52.1	66.5
Aluminum foil	100.0	34.3	8.8	3.6		53.3	65.7
Plastic wrap	100.0	36.4	4.5	9.1		50.0	63.6
Waxed paper, freezer paper	100.0	26.5	23.5			50.0	73.5
Disposable aluminum pans	100.0	12.5				87.5	87.5

more likely to buy dishwashing products. They are 2.96 times more apt to buy facial soaps. And interestingly, laundry detergent buyers are 3.3 times as likely to buy wearing apparel.

Who is your household supplies shopper? For paper products, the household size with the highest IP consists of more than two people. The shoppers generally shop once a week or less. The 20-29 year old is more likely to buy paper products than any other age group, and she is usually a buyer from a middle-income family earning $15,000 or more.

The bar soap and household

Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Bags, wraps, disposable aluminum pans	**1.44**	**1.28**	**1.37**	**2.52**	**2.76**
Bags	1.40	1.32	1.28	1.28	2.11
Garbage bags	1.03	0.96	0.74	0.74	
Leaf & trash bags	1.60	1.54	1.56	1.56	2.35
Sandwich bags	2.06	1.88	2.74	3.60	3.51
Other bags	0.90	0.91	0.82	0.92	1.05
Wraps	1.84	1.45	3.68	3.59	4.69
Aluminum foil	3.53	2.85	6.25	4.52	5.35
Plastic wrap	1.13	0.99	1.48	1.96	2.90
Waxed paper, freezer paper	0.88	0.85	1.67		
Disposable aluminum pans	0.41	0.47	0.34		

Buying decisions

Product	% Total purchase	Specifically planned	Generally planned	+ Substitute brand	Substitute product	+ Unplanned	= Store decision
Laundry detergents & soaps	**100.0**	**56.2**	**4.6**	**3.7**	**0.2**	**35.3**	**43.8**
Private label	100.0	27.8	5.6	11.1		55.6	72.2

Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Laundry detergents & soaps	**0.58**	**0.44**	**1.18**	**2.03**	**4.62**
Private label	0.77	0.81	2.15	1.74	

Incidence of purchase: all shoppers

Product	All shoppers
Laundry detergents & soaps	**14.57**
Private label	0.93

cleaning products consumer is buying for a family with three to seven members, is making $10,000-$25,000, and ranges in age from 20 to 49.

The laundry detergent buyer also comes from a large family, with the seven-member household having the highest incidence of purchase. As a matter of fact, this one group's IP is double that for all shoppers. She also visits the supermarket one time a week or less. There is little variance for incidence of purchase when age and income of purchaser are analyzed.

The bags, wraps and disposable aluminum pan shopper is also from a middle-income family with three or more members. She is generally 30-39 years old and, reflecting the overall shopping habits trend, is in the grocery store one time a week or less.

The paper napkins, tablecloths, plates and cups buyer with the highest IP is from a family of four, 30-39 years old and making $15,000 a year or more. Again, the purchaser is in the supermarket one

HOT TIPS

People who buy laundry supplies are

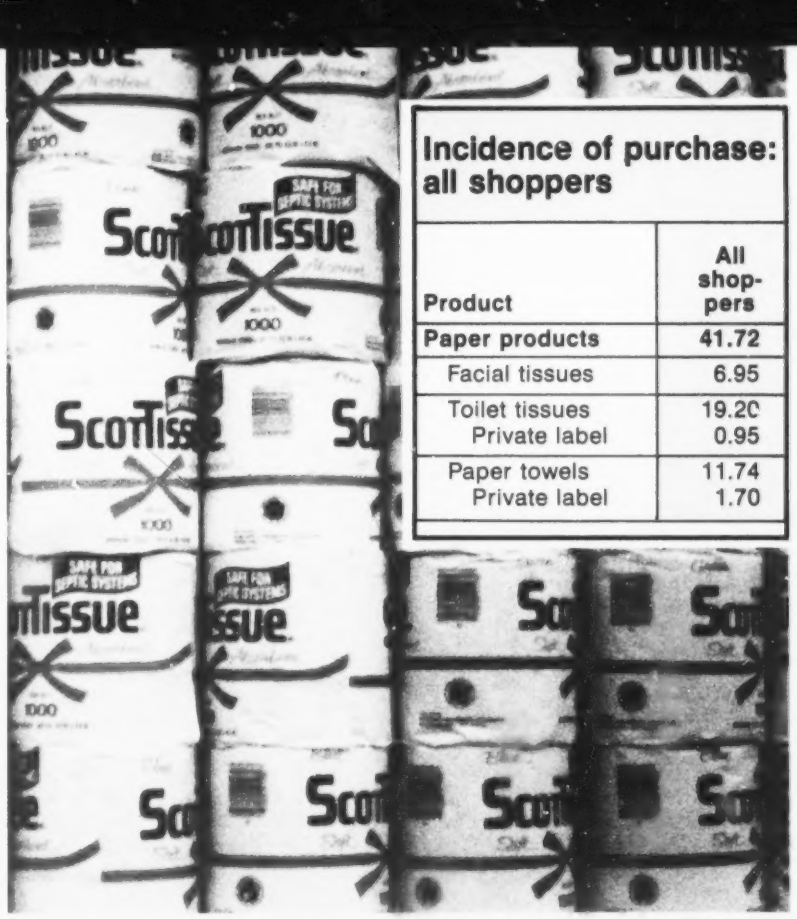
- **3.4 times more likely to buy bleaches and fabric softeners**
- **3.3 times more likely to buy wearing apparel**
- **3 times more likely to buy facial soaps**
- **2.9 times more likely to buy dishwashing products**
- **2.2 times more likely to buy baby foods**

time a week or less.

Perhaps one of the reasons this category reacts so favorably to display is the frequency with which the shopper goes to the supermarket. Paper products such as plates and cups are usually luxury items purchased by the working woman who doesn't want to deal with a sinkful of dishes. She generally doesn't carry a list, but picks up what she feels is necessary as she shops.

Household supplies are historically a promotable category. We've already examined private label brands' response to display, which is indicative of the entire category. But display isn't the only way household supplies are promoted. There is big-time advertising money spent on household supplies by the largest manufacturers in America, including millions of prime-time television dollars. And this category is perhaps the one that most appeals to a shopper on a one-to-one basis—through coupons.

The category's sales jump among those people who use coupons as opposed to those people who do not. The incidence of purchase for redeemers goes up 52%



Incidence of purchase: all shoppers

Product	All shoppers
Paper products	**41.72**
Facial tissues	6.95
Toilet tissues	19.20
Private label	0.95
Paper towels	11.74
Private label	1.70

Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Paper products	**1.26**	**1.00**	**2.95**	**3.20**	**10.19**
Facial tissues	6.95	6.36	5.58	7.24	11.80
Toilet tissues	1.20	1.00	2.50	3.97	17.33
Private label	0.95	0.91		2.63	5.00
Paper towels	1.30	1.05	2.83	2.75	8.10
Private label	1.70	1.38	6.54	1.75	8.60

Buying decisions

Product	% Total purchase	Specifically planned	Generally planned	+ Substitute brand product	+ Unplanned	= Store decision
Paper products	**100.0**	**35.9**	**13.6**	**4.5**	**46.0**	**54.1**
Facial tissues	100.0	40.7	8.9	4.4	45.9	59.3
Toilet tissues	100.0	37.3	14.7	4.7	43.3	62.7
Private label	100.0	21.6	21.6	10.8	45.9	78.4
Paper towels	100.0	26.1	17.8	5.3	50.9	73.9
Private label	100.0	21.2	16.7	3.0	59.1	78.8

in laundry supplies alone, showing that purchases in household supplies are made by lots of women snipping cents-off savers.

And when coupons are offered on other household supplies items, the coupon redeemers come on as an equally strong force. The average purchase for laundry detergents and soaps, for example, is 0.58. But couponing boosts that average purchase figure significantly. POPAI/Du Pont found the average purchase jumps to 0.92 with manufacturer newspaper coupons and to 0.97 with manufacturer mail coupons. When a store newspaper ad appears as well as a coupon, this average purchase number leaps to 7.41, the highest for any outside store promotional medium.

Bags and wraps? With a 1.44 average purchase, the figure almost doubles to 2.68 when manufacturers offer newspaper coupons, and 3.48 when store newspaper coupons are available. Napkins, tablecloths and paper plates more than double with manufacturers' newspaper coupons. Selected paper products see IP increase 36.5% with manufacturers' newspaper coupons and 735.7% with store newspaper coupons.

With this dramatic reaction to coupons, manufacturers are indeed making the right move when they concentrate on this area. And armed with these figures, supermarkets can generate even more of that sales action if they include a coupon for any household supplies item in their newspaper ads.

The study found that the incidence of purchase is 14.3% higher among those people who check newspaper ads, and 18.7% higher for people falling into the "had shopping list" category. Bar soaps' purchases are slightly higher for the people who check newspaper ads but increase 24.1% for those people who use shopping lists. Bags and wraps show the same trend. Incidence of purchase is 20.6% higher for people who check newspaper ads and 38.3% higher for those who carry a shopping list.

Let's look at how private label

Incidence of purchase: advertising and displays

Product	Brand Average Purchase	No adv. & no display	No adv. & display	Adv. & no display	Adv. & display
Napkins, tablecloths, plates & cups	**0.42**	**0.39**	**0.90**	**1.60**	**1.50**
Napkins & placemats, tablecloths	0.43	0.38	1.28	2.03	1.05
Napkins	0.46	0.40	1.44	2.03	1.05
Private label	0.62	0.58	2.63	4.55	
Tablecloths	0.15	0.16			
Plates, cups, plastic tableware	0.40	0.39	0.55	0.76	2.63
Plates	0.33	0.32	0.72		
Private label					
Cups	0.57	0.56	0.40	0.92	2.63
Plastic tableware	0.18	0.18			

Buying decisions

Product	% Total purchase	Specif-ically planned	Gener-ally planned	+ Substitute brand product	+ Un-planned	= Store decision
Napkins, tablecloths, plates & cups	**100.0**	**24.9**	**20.2**	**0.8**	**54.0**	**75.1**
Napkins & placemats, tablecloths	100.0	24.2	22.5	1.3	52.1	75.8
Napkins	100.0	24.3	22.6	1.3	51.7	75.7
Private label	100.0	33.3	20.8		45.8	66.7
Tablecloths	100.0	16.7	16.7		66.7	83.3
Plates, cups, plastic tableware	100.0	26.4	16.0		57.6	73.6
Plates	100.0	19.6	21.6		58.8	80.4
Private label	100.0	44.4	33.3		22.2	55.6
Cups	100.0	32.8	11.9		55.2	67.2
Plastic tableware	100.0	14.3	14.3		71.4	85.7

brands fare among the bargain-conscious, well-organized shopper.

For private label laundry detergents, purchases among people who check newspaper ads are 22.5% more than the average and 37.6% *lower* for the "had shopping list" group. Private label fabric softeners also lose purchasers, this time in the group checking newspaper ads, but it is slightly higher among people with shopping lists. Private label cleanser purchases drop 46.1% in the "checked newspaper ads" block and are barely affected by shopping list use. Interestingly, private label cleanser sales are highest among the "did not check ads" buyers. But private label all-purpose cleansers fare better—a 1% higher rate of purchase is scored by the people who check ads, and IP is more than double for the group with shopping lists.

Paper products' IP show overall increases. Shoppers who check newspaper ads have an 11.8% higher IP than the average, and those people with shopping lists have a 23% higher purchase rate.

As for private label purchases, paper towels benefit from those groups. IP is 6.5% better than average in the "checked ads" category and 36.5% higher in the shopping list category.

With this data, retailers should:

- Re-evaluate private label lines in the household supplies category.
- Use couponing to boost sales.
- Maximize profit potential by offering products that household supplies buyers are more likely to purchase. ■

Incidence of purchase: all shoppers

Product	All shop-pers
Napkins, tablecloths, plates & cups	**9.29**
Napkins & placemats, tablecloths	6.07
Napkins	5.92
Private label	0.62
Tablecloths	0.15
Plates, cups, plastic tableware	3.22
Plates	1.31
Private label	0.23
Cups	1.72
Plastic tableware	0.18

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Special Report

POPAI/DuPont Consumer Buying Habits Study

CANDY AND GUM

HOW ADS, DISPLAYS AFFECT INCIDENCE OF PURCHASE

PRODUCT	AVERAGE PURCHASE	PURCHASES PER 100 SHOPPERS: NO ADV AND NO DISPLAY	NO ADV AND DISPLAY	ADV AND NO DISPLAY	ADV AND DISPLAY
CANDY & GUM, AVERAGE	0.67	0.56	1.26	0.87	1.56
CANDY, AVERAGE	0.68	0.56	1.38	0.87	1.56
CHOCOLATE CANDY, AVERAGE	0.58	0.55	0.91	0.66	
candy, bagged or boxed	0.61	0.56	0.84	0.72	
candy bars	0.57	0.54	0.99	0.57	1.05
NON-CHOCOLATE CANDY, AVERAGE	0.65	0.50	1.54	1.65	1.51
breathmints	0.28	0.28	0.29		
marshmallows	0.65	0.49	2.61	0.59	1.97
OTHER NON-CHOCOLATE CANDY, AVERAGE	0.73	0.54	1.78	2.16	
GUM, AVERAGE	0.61	0.57	0.89		
bubble gum	0.23	0.24			
regular gum	0.69	0.62	0.95		
sugarless gum	0.77	0.77	0.76		

Reprinted from *Candy & Snack Industry and The Candy Marketer*

More from POPAI/DuPont study

In-store displays/advertising most effective in increasing supermarket candy purchases

The principal candy and gum customer in supermarkets is a woman in her thirties who shops with one or more children and who is employed outside the home and has a yearly family income of between $15,000 and $25,000. She makes the majority of her candy and gum buying decisions while in the supermarket and is influenced by candy and gum advertising as well as in-store displays.

This customer profile emerges from recently released results of a 1977 study of consumer shopping habits in supermarkets conducted by the Point-of-Purchase Advertising Institute and E. I. DuPont de Nemours & Co.

General results of the study, which was based on interviews with 4,000 consumers concerning their purchases of 53,000 items in more than 200 supermarkets nationwide, had been released in mid 1977.

The study not only confirms the long-held view in the candy industry that most candy is bought on impulse, but also provides insight into who buys, what types of candies they buy, and what factors influence their buying decisions.

For instance, the study showed that:

• Fully 84.8 per cent of shoppers in supermarkets who purchased candy and gum made their final decisions in-store, compared with in-store decisions for all product categories made by 64.8 per cent of shoppers. Of those who purchased candy, 84 per cent made their decisions in the store and of those who bought gum, 89 per cent decided to buy while in a supermarket.

• The use of in-store displays dramatically increases the frequency of purchases of candy and gum items. Even more effective, however, is the use of advertising in combination with displays. In-store displays in tandem with advertising can increase the frequency of purchase by as much as three times the average for candy not promoted.

• For nearly all categories of candy promoted — by store newspaper ads, store circulars, and manufacturer newspaper coupons — store newspaper ads showed the most significant results. In fact, store newspaper ads proved to be the single most effective means of increasing candy purchases. In all cases a price incentive is of course involved. Special displays alone do not necessarily mean a promotional price.

• As would be expected, the number of candy and gum purchases per shopper is related to the number of persons in a shopper's household. Generally, the larger the household, the larger the number of purchases per visit to a supermarket.

• Men apparently exert a restraining influence on candy purchases in supermarkets. Men alone make fewer purchases than women alone.

JOB STATUS OF WOMEN SHOPPERS

	PURCHASES PER 100 SHOPPERS		
PRODUCT	ALL FEMALE SHOPPERS	EMPLOYED	NOT EMPLOYED
CANDY & GUM, TOTAL	19 01	19 47	18 79
CANDY, TOTAL	15 70	16 71	15 21
CHOCOLATE CANDY, TOTAL	6 03	6 89	5 62
candy, bagged or boxed	2 54	2 94	2 35
candy bars	3 49	3 95	3 27
NON-CHOCOLATE CANDY, TOTAL	6 18	5 97	6 28
breathmints	0 33	0 64	0 17
marshmallows	2 07	1 47	2 35
OTHER NON-CHOCOLATE CANDY, TOTAL	3 78	3 86	3 75
GUM, TOTAL	3 31	2 75	3 57
bubble gum	0 27		0 39
regular gum	2 19	2 20	2 18
sugarless gum	0 86	0 55	1 00

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When members of both sexes shop together their candy purchasing rate is only slightly higher than the average of all shoppers. A woman's purchase rate increases dramatically when she is accompanied by children only. Men purchase only slightly more candy when accompanied by a child than they do when shopping alone.

• The more frequently a person shops in supermarkets, the fewer candy purchases he or she is likely to make on each trip. The exception here, seems to be the shopper who visits supermarkets six or more times per week. This shopper's rate of purchase is nearly as high as the three times per week shopper.

• Age is a factor in candy purchases. Shoppers between the ages 30 to 39 make more candy and gum purchases than any other age group. These are the "buyers" who are not necessarily the consumers of the products. From this peak, purchases decline progressively on each side of the age spectrum. The under 20 and over 60 age groups make the fewest purchases.

• Although total candy and gum purchases are nearly evenly split between women who are employed outside the home and those who are not employed (including homemakers), buying patterns within candy and gum categories are evident. For instance, working women buy breathmints more often. Women who are not employed outside the home buy marshmallows more often.

The 1977 POPAI/DuPont study is the successor to the DuPont Buying Habits Studies which had been conducted at five year intervals from 1935 to 1965. In the 1977 study, each shopper was interviewed twice — before and after shopping.

Shoppers interviewed were not told a post-shopping interview would be made. This prevented the shopper from being influenced to buy what she/he had said she/he would buy before entering a store.

As shoppers entered a store, they were asked what they intended to

TYPE OF BUYING DECISION

PRODUCT	SPECIFICALLY PLANNED	GENERALLY PLANNED	SUBSTITUTE	UNPLANNED	TOTAL STORE DECISIONS
	%	%	%	%	%
		+	+	=	
CANDY & GUM, TOTAL	15.2	9.6	1.7	73.5	84.8
CANDY, TOTAL	16.0	10.7	1.9	71.4	84.0
CHOCOLATE CANDY, TOTAL	15.9	10.6	2.2	71.4	84.2
candy, bagged or boxed	20.0	5.3	3.2	71.6	80.1
candy bars	12.9	14.4	1.5	71.2	87.1
NON-CHOCOLATE CANDY, TOTAL	18.4	9.6	2.2	69.7	81.5
breathmints	18.2	9.1	—	72.7	81.8
marshmallows	19.7	14.5	1.3	64.5	81.8
OTHER NON-CHOCOLATE CANDY	17.7	7.1	2.8	72.3	82.2
GUM, TOTAL	10.9	4.2	0.8	84.0	89.0
bubble gum	11.1	—	—	88.9	88.9
regular gum	7.5	5.0	1.3	86.3	92.6
sugarless gum	20.0	3.3	—	76.7	80.0

MANUFACTURER NEWSPAPER AND DIRECT MAIL COUPONING/PURCHASES

PRODUCT	MANUFAC NEWSP COUPON	MANUFAC MAIL COUPON	NEITHER
	%	%	%
CANDY & GUM, TOTAL	6 2	—	93 8
CANDY, TOTAL	7 4	—	92 6
CHOCOLATE CANDY, TOTAL	12 3	—	87 7
candy, bagged or boxed	21 1	—	78 9
candy bars	6 1	—	93 9
NON CHOCOLATE CANDY, TOTAL	6 6	—	93 4
breathmints	—	—	100 0
marshmallows	—	—	100 0
OTHER NON-CHOCOLATE CANDY	10 6	—	89 4
GUM, TOTAL	—	—	100 0
bubble gum	—	—	100 0
regular gum	—	—	100 0
sugarless gum	—	—	100 0

HOW MANUFACTURER NEWSPAPER COUPONING AFFECTS PURCHASE RATE

		PURCHASES PER 100 SHOPPERS	
PRODUCT	AVERAGE PURCHASE	MANUFAC NEWSP COUPON	NO MANUFAC COUPON
CANDY & GUM, AVERAGE	0 67	0 82	0 66
CANDY, AVERAGE	0 68	0 82	0 67
CHOCOLATE CANDY, AVERAGE	0 58	0 64	0 58
candy, bagged or boxed	0 61	0 74	0 58
candy bars	0 57	0 47	0 57
NON-CHOCOLATE CANDY, AVERAGE	0 65	1 72	0 62
breathmints	0 28		0 28
marshmallows	0 65		0 66
OTHER NON-CHOCOLATE CANDY, AVERAGE	0 73	1 98	0 67
GUM, AVERAGE	0 61		0 61
bubble gum	0 23		0 23
regular gum	0 69		0 69
sugarless gum	0 77		0 77

STORE NEWSPAPER ADVERTISING CIRCULARS/PURCHASES

PRODUCT	STORE NEWSP AD ONLY	STORE CIRCULAR ONLY	NOT ADV IN NEWSP OR STORE CIRCULAR
	%	%	%
CANDY & GUM, TOTAL	2 7	0 7	96 6
CANDY, TOTAL	3 3	0 9	95 9
CHOCOLATE CANDY, TOTAL	1 3	0 9	97 8
candy, bagged or boxed	1 1		98 9
candy bars	1 5	1 5	97 0
NON-CHOCOLATE CANDY, TOTAL	3 5	0 9	95 6
breathmints			100 0
marshmallows	5 3	1 3	93 4
OTHER NON-CHOCOLATE CANDY	2 8	0 7	96 5
GUM, TOTAL			100 0
bubble gum			100 0
regular gum			100 0
sugarless gum			100 0

buy and, for each item, what brand and product they had in mind. The post-shopping interview was a check on whether the shoppers bought what they had planned or whether they had substituted or added to the list.

The study divided buying decisions into four categories — specifically planned (those items where the consumer intended to buy a brand or item and purchased it as planned); generally planned (when the shopper had in mind a product category or a product without a brand name in mind); substitute purchases (where the shopper changed from a specifically planned item to another item — a switch in brand or product category); unplanned purchases (items the shopper did not have in mind upon entering the store — impulse purchases).

Total store decisions, then, is the combination of all generally planned, substitute and unplanned purchases.

Because the survey was structured to obtain specific information on candy items which were of particular interest to sponsoring manufacturers, candy items were categorized in a somewhat different way than is the norm in the industry. The seven categories surveyed were designated these headings:

- Chocolate Candy
- Candy, bagged or boxed (chocolate)
- Candy bars (chocolate)
- Non-chocolate candy (total of breathmints and marshmallows only)
- Breathmints
- Marshmallows
- Other non-chocolate candy (except breathmints and marshmallows)

Close examination of the study data reveals a plethora of information regarding each candy category. The key to interpreting the results, according to Fred Clarke, manager of marketing research for DuPont's Plastic Products and Resins Department, who engineered the study, is to understand the study's principal guideline — the incidence of purchase concept.

Mr. Clarke, who developed the concept, calls the incidence of purchase a "popularity index." The incidence of purchase is a figure reached by calculating the average number of shoppers who pass through a store before a given item